

Short Stories OF THE TOWN

Chief Phillips Sick.

Police Chief Phillips who has been confined to his room for the past several days with a severe attack of la-grippe is still unable to attend to his regular duties but is reported convalescing slowly.

Stone Wins First Honor

C. L. Stone of this city, agent for the Oklahoma Life Insurance Co., is feeling considerably swelled up by reason of coming out winner in a contest conducted by his company last month. Mr. Stone lead all agents of the company on the amount of business written in November.

No More Hunts.

A Chickasha physician, whose name the Man on the Streets refuses to disclose for "safety first" reasons, alleged this morning that he positively declined to hunt any more quail this season as long as fool reporters were permitted to run at large and tell a news-thirsting public that he—Doctor—gave away eighteen birds, enjoyed a pot pie of a dozen more and had broiled birds for a 6 o'clock dinner in sufficient number to satisfy a number of invited guests and still had kept within the "ten birds a day" limit. The Man on the Streets, being a discrete person and wise in his day and generation has passed his word to the doctor that henceforth, henceforward and forever "mum" shall be the word.

"Stenogs" Don't Goggle.

The Man on the Streets was taken to a roasting this morning by a bevy of Chickasha citizens of the "chicken" variety. They said that they were not "stenogs" as he had referred to them and called them time out of number. They said that they did not goggle and that in saying they did the Man on the Streets had committed an alibi. They stated that they were "typewriter belles" and that they smiled—never goggled. They said if the Man on the Streets did not make this correction they would scalp him and that if he did make the correction they would murder him. Desiring to wear all his hair into the realms of the happy Hunting Grounds, the correction is made.

Lawyers and Justice Moving.

This has been house moving day with a number of the legal lights of Chickasha and with one of the Justices of the township. Beginning with the sounding of the six o'clock whistle this morning, Judge Fuller began transferring his machinery of justice from the old quarters in the Johnson building to room 229 in the Tye Annex. Simultaneously with Judge Fuller's seeking of a change of pasture, Oscar Simpson and Ben Goff became bitten with the moving bug. Mr. Simpson now occupies rooms 218-219 and Mr. Goff, 217 in the Tye Annex. Not to be out done by those who were seeking new scenes Judge Baker removed his place of business to the room formerly occupied by Mr. Simpson in the Tye building.

MARKETS

Chickasha Grain Today.
No. 2 milling wheat, \$1.00.
No. 2 milling export wheat, 95c.
Corn ear (mixed), 50c.
Corn, white ear, 51c.
Corn, white (mixed), 51c.
Corn, white shelled, 52c.

Chickasha Cotton Today.
Lint basis, 11 3-4c.
Cottonseed, \$32 per ton.

Chicago Grain Today.
Wheat.
Dec. open 118-116; close 119 1-4.
May open 118 1/2-116 1/2; close 119 7-8.
Corn.
Dec. open 68 1/4-67 3-4; close 68 5-8.
May open 71-70 3-4; close 71 3-4.
Oats.
Dec. close 43 1/2.
May open 45 7-8 3-4; close 46 1-8.

Area of New York and Brooklyn.
The area of New York state is 49,000 square miles. That of Brooklyn is 82 square miles. The area of Long Island is 1,337 square miles. The area of the borough of Manhattan is 18 square miles.

Don't expect your share of
the Christmas trade, if you do
not ask for it. The Express is
a fine asking medium.

Session of Congress is Opened

(Continued from Page One.)

berg of Illinois and Lard of Michigan. Gallery habitués missed many familiar faces, including those of former Senators Root, Burton, Bristow and Uncle Ike Stephenson; and those of Representatives Payne, Calder, Bartholdt, Floyd of Arkansas, Levy of New York, Palmer of Pennsylvania, Donovan of Connecticut and Stanley of Kentucky, now governor.

Among others commanding popular attention were: Representative Schall of Minnesota, the only blind member of the house; Meyer London, the sole Socialist, and Representative Martin of Louisiana, a progressive. An avalanche of bills, resolutions and petitions swamped both senate and house clerks. There were thousands of the bills, on every conceivable legislative subject. Especially noticeable were those proposing various war measures. The government printing office will be unable to handle the landslide of documents for several days.

There was the usual scramble for seats to view the opening. The gallery crush was terrific. An hour before the session opened, practically every seat was filled. The doors opened at 10 o'clock a. m., with long lines of people waiting. Admission on the house side was by card only. Each member was given two cards.

Fond mothers, wives and sweethearts of members looked down as the oath were administered. Feminine finery and furs lent a touch of color to the massed galleries. Women spectators were in the majority. A sprinkling of diplomats occupied their specially reserved galleries. The white house reserved sections were also occupied by members and guests of the president's household. Hundreds of persons couldn't get in.

Senatorial dignity put a damper on demonstrations in the senate. Flowers were sent to the desks of many. The subdued hum of repressed excitement in the senate was in sharp contrast to the clamor and tumult in the house.

Tomorrow, real business will begin. Committee assignments are practically completed and initial measures drafted. First on the program is the extension of the emergency war tax, which expires December 31. This is expected to be followed shortly by a resolution extending present duties on sugar, which is scheduled to go on the free list next May.

Chinese National Color.

For talismanic purposes red is indispensable in China. It is interwoven with the pigtail, and must form a part of children's clothing. Written charms must also be in red ink on yellow paper to be efficacious against the multitudinous ill omens and evil spirits which seem to surround the Chinaman, and for this reason all imperial decrees are written in vermilion.

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WHEN TO ADVERTISE

By GEORGE E. ELLSWORTH

You will probably say, if you read this series of articles: "That fellow is strong on boosting his own game." To a certain extent that is true. We do believe in boosting our own game, but by so doing we must boost yours also, otherwise our efforts would be temporary, and while we might induce you to enter the field as a live business man, unless the medicine we would administer to your run-down business was a curative, or at least a strong stimulant, we could not count upon any permanent result so far as our future was concerned. So we tell you in all good faith that the very best time for most lines of business to be advertised is all the time.

When times are good and during the season when everyone is buying, it is the best policy to let the people know that you have what they want, that you have a price on it, then you can render them such service as they can not get anywhere so advantageously as at your place of business, and in that way hold your own and acquire some of the less progressive merchant's business. Keep the memory of your personality, your store, your goods, and your favorable points fresh in the minds of the trading public. When business is good, make it better by boosting, or the other fellow who is alive to opportunity, may make inroads into your trade and secure the patronage of some of your customers.

So, in self-defense, and with a spirit of aggressiveness, you should advertise when business is good—not only that it may remain good, but that it may grow better. You can expand according to the growth of your trade and profit thereby, but if you deteriorate very long there is nothing left. No business can remain at a standstill, it must either advance or retreat.

Also, when business is poor is a fine time to advertise. There is nothing so good for sick business as liberal doses of advertising taken at regular intervals, as the patient needs it. There is always a certain amount of desirable trade to be had if proper inducements are offered. There is no such thing as an absolute stagnation of business. Your people on the various pay rolls draw the same salaries the year around, they live about in the same way all the time, and the ordinary workman spends about all he makes at home, either for rent, groceries, clothing, shoes, etc., and he is always in the market for the best place to get them. Times being dull does not permit of his ceasing to live, and to live he must eat, buy wearing apparel, and have his recreation. Even the farmer and the capitalist cannot discontinue his expense totally at any season—dull or busy—and so, as we have stated already, there is always business, and the man who goes after it is usually the man who gets it, and is busy while his non-progressive competitor smothers a nail keg and curses

the country, making no effort to better his condition. To be a progressive business man at this day and age is to be an advertiser, and the man who does not go out and invite business could not handle it if he had it because his stock is generally, as antiquated as his business principles and methods. So, in good seasons and in bad, in hard times and in good times, in fact, at all times and without intermission, if you have a business that is worthy of the name—boost it.

The man who hands out that old line of argument—"I've been here a long time and everybody knows me and what I sell, and if they want it they'll come here any how," is always to be found in a little place—"has been there for years"—with dust on his stock, and people know him and what he has and that may be one reason his business is not better—they do know his stock.

Valuable Employee.

"I never hear of Walker, the pedestrian, any more. What's become of him?" "He's working for a real estate concern, establishing records between the houses they sell and the station. When they tell a man a house is ten minutes' walk from the station, they are in a position to prove it."

Daily Thought.

Manhood is always happier for having been happy. So that if you make men happy now you make them happy 20 years hence by the memory of it.—Sydney Smith.

NAVY RADIO SERVICE HEAD



Capt. W. H. Bullard, chief of the radio service of the United States navy and superintendent of 52 wireless stations in the United States and its island possessions, who co-operated with the civilian engineers in the recent long distance phone tests.

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SUGG THEATRE

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Tuesday, December 7th.

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Monday, December 6th

5c--10c